

# Brownell Roses

LITTLE COMPTON, R. I.



Originators OF THE FAMOUS SUB-ZERO ROSES

Pictured on the left are the late Dr. and Mrs. Walter D. Brownell in their famous rose gardens at Little Compton, Rhode Island. The yellow climbing rose in the background is the first rose they introduced to commerce, Mrs. Arthur Curtis James (the Golden Climber) patented in 1933. In the foreground is one of their most successful Hybrid Teas, Curly Pink.

For fifty years the Brownells worked to develop a strain of roses that would withstand extreme cold and thus eliminate yearly replacement of tender varieties. They achieved their goal and named the strain Sub-Zero. They have introduced over sixty varieties, many of which are resistant to blackspot.

the scourge of rose growing. They also developed a strain of everblooming pillar roses which have met with outstanding success.

For their work in rose betterment they have received many honors and awards, among which have been the Jackson Dawson Medal from the Massachusetts Horticultural Society, The Jane Righter Medal from The Garden Club of America, the Distinguished Service Medal Award from the Brooklyn Botanic Gardens, and in 1955 the University of Rhode Island awarded Dr. Brownell an honorary degree of Doctor of Science.

Their work in both breeding and the selling of roses is now being carried on by their son Herbert C. Brownell, who has been associated with his parents for over twenty years.



Curly Pink EVERBLOOMING HYBRID TEA

Hybridized in Little Compton, Rhode Island. Two-Year-Old. Budded on Rosa Multiflora. Plants purchased of the hybridizers, at retail, that fail within two years Replaced Free. This also applies to Tree Roses exposed to 15 degrees below zero.



Helen Hayes

EVERBLOOMING HYBRID TEA

EASY TO GROW

LONG TO LIVE

SAVE REPLACEMENT EXPENSE

Cultural and Planting Directions  
Sent with Each Order



All Brownell Roses bear this distinctive metal seal and are  
Guaranteed for Two Years



The Lourdes Rose EVERBLOOMING HYBRID TEA



White Cap EVERBLOOMING PILLAR



Rhode Island Red EVERBLOOMING PILLAR





*Yellow Ruffels* EVERBLOOMING HYBRID TEA  
NON-SUSCEPTIBLE TO BLACKSPOT

## Please Note!

THE FOLLOWING VARIETIES ARE NON-SUSCEPTIBLE TO BLACKSPOT

Helen Hayes	Red Duchess
Pink Bouquet	Pink Princess
Orange Ruffels	Dolly Darling
Yellow Ruffels	Lafter
Curly Pink (nearly so)	Many of the Pillars

Our definition of "non-susceptible" to blackspot is

Such varieties during the growing season, under normal conditions, will not take blackspot regardless of the intensity of such infection surrounding them, a damaged leaflet or any seriously impaired may take blackspot but cannot transmit it to healthy leaves.



*Queen O' The Lakes* EVERBLOOMING HYBRID TEA

# Brownell Rose Bushes

THEY ARE SUB-ZERO

- They are more vigorous.
- They can live many times as long, in cold and hot climates.
- They are easier to grow.
- The flowers are large.
- They bloom more abundantly and more constantly.
- Their size, form and color compare with the best.
- They are pleasingly fragrant.

### Why?

Because they are bred back to hardy Species.

### SAVE REPLACEMENT EXPENSE

If you love Roses you would enjoy reading hundreds of letters from nurserymen and gardeners who have praised the Winter resistance and long plant life, constancy of the large blooms, fragrance, supreme beauty of this new RACE OF HYBRID TEAS.

**Order Now**—We have never had enough.



*Shades of Autumn* EVERBLOOMING HYBRID TEA

**SEE BACK PAGE  
FOR PRICE LIST**



*Copper Glow* HARDY CLIMBER



# BROWNELL ROSES

Little Compton, Rhode Island

SUB-ZERO HYBRID TEAS  
AND FLORIBUNDAS



**COUNTRY DOCTOR—Hybrid Tea**

Very double, blooms singly, fragrant, satiny pink.



**KING BOREAS—Floribunda**

Very double, abundant bloomer, singly and in clusters.

## *Save Replacement Expense*

Do you know how many tens of thousands of gardeners have given up growing Roses from discouragement? A tremendous number! And yet one of the leading polls is said to have rated Roses as the choice flower of 19 out of 20 gardeners. Sub-Zero Roses have taken the discouragement out of Rose growing.



**LILY PONS—Hybrid Tea**

A very popular creamy white rose.



**FLIRT—Floribunda**

A very popular brilliant bi-color floribunda.



**ANNE →  
VANDERBILT—  
Floribunda**

Coppery orange semi-double, very brilliant and fragrant.

**DOLLY DARLING—  
Floribunda**

Luscious pink, very disease resistant.



**NEARLY WILD—Floribunda**

Outblooms any rose known.

Complete  
Planting Instructions and  
Cultural Suggestions  
enclosed with every  
order.



# BROWNELL SUB-ZERO ROSES

LITTLE COMPTON, RHODE ISLAND



**YELLOW CREEPING EVERBLOOM—Creeper**

A very vigorous plant with excellent foliage; can be grown upright, spirally around post, tripod or fan-shaped against rack. It also makes a ground cover second to none; a good rebloomer.



**TIPTOES—Sub-Zero Hybrid Tea**

Delightful mixture of red, orange and pink tints, with enjoyable, sweet, spicelike fragrance. Very popular.



**ARCTIC FLAME—Hybrid Tea**

One of our newest. Flaming Ruby Red, large flowered, prolific bloomer.

You can count on this new, sturdier race of roses, doing better not only in the cold regions of the North, but also in the extreme heat of the South.



*Easier to Grow; Live Longer; Best of bloom, form, color and fragrance.*



**ELEGANCE—Hardy Climber**

White with yellow center. Gigantic in size, perfect in form. A real Beauty.



**LAFTER—Floribunda**

This sparkling orange to yellow, blackspot resistant floribunda is exceptionally vigorous, often growing to a height of four to five feet.

**BROWNELL**

**Rose Research  
Gardens**



**Little Compton,  
Rhode Island**



**MRS. ARTHUR CURTISS JAMES—  
The Golden Climber**



FROM THE HOME OF THE FAMOUS

**BROWNELL®**

**SUB-ZERO ROSES**

*Alltime Favorites*

### PINK PRINCESS

The first Everblooming Hybrid Tea free from premature defoliation. Buds are a deep pink with slightly lighter full blooms. Very double, very popular. Disease resistant—no blackspot. "The Gem Of Pink Roses"

### RED DUCHESS

An Everblooming Hybrid Tea with captivating fragrance, colorful foliage. Bright Red Color. Robust Sub-Zero plant. An Old Favorite for Sweetness and Charm... non-susceptible to blackspot.

### ORANGE RUFFLES

One of the most beautiful roses of all time. A gorgeous new color of Orange never before found in Rosa. Unsurpassed, brilliant charm, luminous, like glowing sunshine. Large flowers, as many as 50 petals, artfully shaded from Capricum Orange through Saffron Yellow... plus Sub-Zero and no blackspot Hybrid Tea!

\* DEVELOPED BY THE  
INTERNATIONALLY  
FAMOUS ROSARIAN,  
the late  
DR. WALTER D. BROWNELL

*Your choice*

**3 for \$6** postpaid

**6 for \$11**

**12 for \$20**

Your choice of any combination, or all of one color if desired to acquaint you with the finest strain of Roses ever offered. The Brownell Sub-Zero Rose will withstand extreme cold weather (or hot) and is the result of almost a half century of rose development that assures you complete satisfaction and unsurpassed beauty. You will enjoy all the Brownell Sub-Zero Roses because... 1. More Vigorous. 2. Easy to Grow. 3. Large Flowers. 4. Abundant and Consistent blooms. 5. Pleasingly Fragrant. 6. Disease resistant and no blackspot.

\***AWARDS:** Recipient of the Jane Righter Medal from the Garden Club of America... Distinguished Service Medal Award from Brooklyn Botanical Gardens... The Jackson Dawson Medal from the Massachusetts Horticultural Society.

#### BROWNELL ROSES Little Compton, Rhode Island

Please send me at the proper planting time the following All Time Favorite Sub-Zero Roses.

☐ One of Each    ☐ All Red    ☐ All Pink    ☐ All Orange  
☐ Combination of ..... and .....

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE .....

I enclose \$..... in full payment.





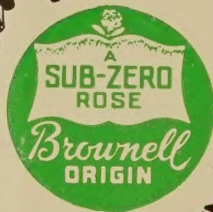
## SUB ZERO Fountain Roses

Light Red, Dark Red,  
Yellow - Pink

Brownell's exclusive Fountain roses, obtained by budding special Brownell Everblooming Pillars on tree standards, will give you continuous bloom all season. Will stand temperatures as low as 15° below zero. Guaranteed for two years. Limited supply.

Double Budded

**\$10.00** each



## Sub-Zero Tree Roses

Double Budded at 42 inches. Like the Sub-Zero Hybrid Teas, these unusual Tree Roses are guaranteed for two years. Will stand temperatures as low as 15° below zero. Available in the following varieties—

Curley Pink  
Handsom Red  
Orange Ruffels

Queen o' the Lakes  
V for Victory  
Delightful  
Red Duchess

Helen Hayes  
Lily Pons  
Pink Princess

Double Budded

**\$9.00** each



# BROWNELL® ROSES

## LITTLE COMPTON, R. I.



# BROWNELL SUB-ZERO ROSES

## HANDSOM RED —————→

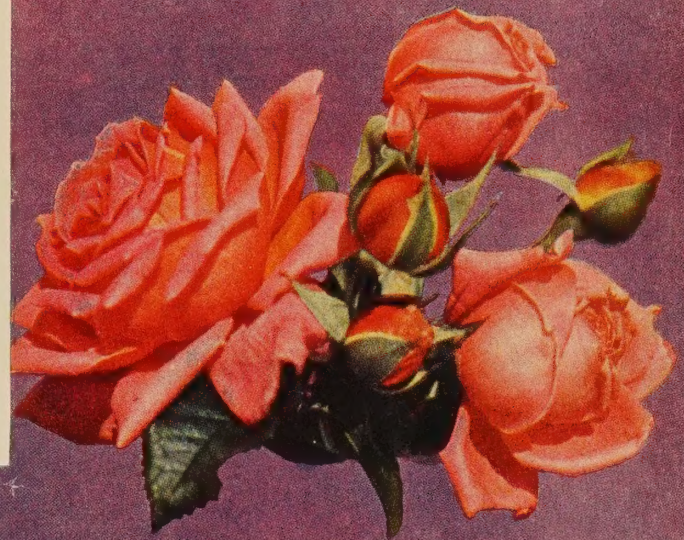
HYBRID TEA

No printed page can show the full beauty of this new variety. It has its own wonderful velvety sheen. In fact, so many garden visitors have exclaimed: "That is the most beautiful red Rose I have ever seen," very vigorous 4 to 5 feet tall—Blooms up to six inches in diameter—very fragrant.



↑ **ORANGE RUFFELS**  
Hybrid Tea

**PINK BOUQUET—**  
Floribunda —————→



**E. I. FARRINGTON—Floribunda**



**DELIGHTFUL—Hybrid Tea**

**ORANGE RUFFELS.** One of the most beautiful Roses of all time. Unsurpassed in its brilliant charm. A gorgeous new color of orange never before found in Rosa. It is luminous like glowing sunshine in the rain. Large flowers mostly singly on stems constantly in great abundance. As many as 50 petals gracefully warped, curled, frilled and ruffled, artfully shading from Capricum Orange through Saturn to Saffron Yellow. Can you imagine all this? And add Sub-Zero and no blackspot.

**E. I. FARRINGTON.** The glory of this large, double Red Floribunda, clothed in a mass of dainty leaves carries a grand brilliance of distinction; as has he who honored this new Rose variety with his name; for many years in charge of the Boston Flower Show and the Massachusetts Horticultural Society, he was a lover of Roses, always eager to advance the cause of better plants for the garden.

**PINK BOUQUET.** A vigorous, sturdy bush clustered all season with charming, recurved, double blooms of Floribunda size and beauty. Number seven of our new Race that harbor no blackspot.

**DELIGHTFUL.** Beautiful as is the picture, it does not do justice; variable on the same bush are brilliant light yellow flowers, others glistening yellow ochre, all splashed and sketched with crimson markings in many tones, its grace of form is enticing.

Roses do better everywhere with more water. It is not the hot sun that gets them, it is lack of sufficient water.

*Can I grow Brownell Roses in the deep South?*

Yes, they can do beautifully in any garden in the United States and Canada, even in Florida. Where the sun is hot, mulch and soak the beds frequently.



# BROWNELL Sub-Zero Everblooming Pillars

THEY  
CAN GROW  
AS TALL  
AS HARDY  
CLIMBERS  
AND  
BLOOM  
AS FREELY  
AS  
HYBRID  
TEAS



←  
**LIGHT  
PINK  
83**



**YELLOW 84** →

← **PINK 82**

← **LIGHT YELLOW 122**

← **RED 73**

Experts say—**MARVELOUS!**  
Some declare—**A MIRACLE!**  
Others exclaim—**ASTOUNDING!**

Because they are something **NEW, DIFFERENT, and BEAUTIFUL.**  
Their outstanding new feature is that they bloom on canes and all branches the year they grow as they mature—yes, even the first year; like Hybrid Teas.

Some grow as tall as the tallest Climbers; some as high as Pillars, others may be cut back to grow giant Hybrid Tea bushes; 4 feet tall or 8 feet high; a compact bush in the lawn or shrubbery. Removing faded flowers increases rebloom.

They are Sub-Zero, like hardy Climbers.

Be the first to show them to your gardening friends.

Think of "**Brownell Everblooming Pillars**" as Hybrid Teas, because that is what they really are, as they bloom on all stems and canes as they mature the year they grow. They can be grown as bushes cut back to any height, and some even to lay on top of the garage, all to bloom until frost. Planting the graft 3 inches below bed level will protect them against very low sub-zero, by their tremendous vigor to form a tall, everblooming bush year after year.

• **Three plants** of this marvelous innovation •

**Only \$10.00**

**ORDER BY COLOR AND NUMBER**

## EVERBLOOMING PILLARS

**No. 1 Grade \$4.00 ea. 3 for \$10.00 \$36.00 per doz.**

**No. 1 ½ Grade \$3.00 ea. 3 for \$8.00 \$24.00 per doz.**



# A New Race

OF HARDINESS PREVIOUSLY UNKNOWN IN  
ROSES



↗  
*Golden Glow* HARDY CLIMBER



↗  
*Pink Princess*  
EVERBLOOMING HYBRID TEA  
Non-susceptible to Blackspot

↗  
*Break O' Day*  
EVERBLOOMING HYBRID TEA  
AND HARDY CLIMBER

See  
Special  
Insert  
for  
Tree and  
Fountain  
ROSES



↗  
*Red Duchess*

EVERBLOOMING  
HYBRID TEA  
AND HARDY  
CLIMBER  
Non-Susceptible  
to Blackspot

**Now Available**

**Brownell  
Multi-Purpose  
Rose Spray**

Used exclusively in  
our world famous  
Rose Gardens

**All Brownell Roses  
Have Dainty, Delicious  
Fragrance**



*Ave Maria* EVERBLOOMING HYBRID TEA



*"V for Victory"* EVERBLOOMING HYBRID TEA



# BROWNELL ROSES

LITTLE COMPTON, R. I.

NO ROSES HAVE BEEN MORE HIGHLY ACCLAIMED

## Sub-Zero Hybrid Tea Roses

**Ave Maria.** Nearly white Hybrid Tea, blooms singularly and in clusters.

\*\$2.50 each, 3 for \$7.25, 12 for \$24.00.

**Arctic Flame.** Blooms are a fiery Ruby red, up to 5 in. diameter. Frequently, when established, over 100 blooms on a plant.

**Atomic White.** Large fully petaled white with trace of yellow — Very vigorous prolific bloomer.

**Break o' Day.** Orange to apricot; large, very double flowers, very vigorous, free bloomer, delightfully inspiring.

**Country Doctor.** Large, very double, handsome ovoid blooms; petals recurve outward. Color, deep silvery pink with a satiny lustre.

**Curly Pink.** Matchless in the combination of size and form of bloom, beauty of cluster, bloom quantity, constancy, vigor and foliage, hardiness and performance. Many large, two-toned pink blossoms in several stages often form a gorgeous bouquet on a single stem, two or more feet long; over fifty gracefully recurled petals.

**Delightful.** Variable on the same bush are brilliant light-yellow flowers; others glistening yellow-ochre, all splashed and sketched with crimson markings in many tones; its grace of form is enticing.

**Handsom Red.** This new variety has its own wonderful velvety sheen of glowing, brilliant red. So many garden visitors have exclaimed: "That is the most beautiful red Rose I have ever seen." Probably the most brilliant fully double Red Rose.

**Helen Hayes.** This semi-double rose, chosen to honor America's great actress Helen Hayes, is as beautiful and radiant in its varied coloring as the name it bears. Actually no two blooms of the Helen Hayes Rose are exactly alike. The four inch flowers open as yellow roses, changing to orange and then the full bloom carries a warm gorgeous pink color. This outstanding rose is one of America's most fragrant roses, grows over 4½ feet in height and has proven to be disease resistant especially to blackspot. Beautiful glossy foliage, nearly thornless.

**Lily Pons.** Creamy-white with a pure yellow center. Large, graceful flowers of indescribable delicacy, vigorous free bloomer. Its extreme hardiness makes it a favorite in the gardens of the cold Northwest.

**Orange Ruffels.** One of the most beautiful Roses of all time. Unsurpassed in its brilliant charm. A gorgeous new color of orange never before found in Rosa. It is luminous, like glowing sunshine in the rain. Large flowers, as many as fifty petals gracefully curled, fringed and ruffled, artfully shading from Capricorn Orange through Saturn to Saffron Yellow. Can you imagine all this? And add Sub-zero and no blackspot.

**Pink Princess.** Bud deep pink, blooms slightly lighter, very popular, famous as the first Hybrid Tea free from premature defoliation; very double; no blackspot.

**Queen o' the Lakes.** Named for the Queen of Minnesota's Aquatic Sports. No diving beauty could show greater fullness of grace, brilliance and elegance of form or color more beautiful than this charming queen of flowers. The queen of all double reds. Deep velvety.

**Red Duchess.** Over the fifty years of hybridizing, never had we hoped to produce a Rose like this. Such captivating fragrance. Such a shade of rose-red. Such colorful foliage. No blackspot. Such a robust and sturdy sub-zero plant. While nearly all Brownell Roses are pleasingly fragrant, the magic of sunshine on these petals issues a new fragrance in comparably alluring in spicy sweetness and charm. One whiff is an experience to be remembered.

**Shades of Autumn.** An abundant and joyous expression of bicolored beauty. Many have reported that this beautiful red, yellow and blush flower is gorgeously outstanding.

**The Lourdes Rose.** Brilliant fade resistant Yellow-Hybrid Tea, very double, foliage glossy, disease resistant. \*\$2.50 each, 3 for \$7.25, 12 for \$24.00.

**Tip Toes.** Delightful mixture of red, orange and pink tints with enjoyable, sweet, spicelike fragrance. The unusual blending of color tones makes this a Rose that is liked by all.

**Treasure Gold.** Flowers a beautiful, vivid yellow of many petals with scalloped edges; some red-splashed, very double, abundant bloomer.

**V for Victory.** Most beautiful, large, very double, yellow, fragrant Roses; constantly blooming in ideal form. To numberless experts, there is no such long lasting loveliness in Roses. Reported a surprise at holding color.

**Yellow Ruffels.** A new Rose the same as Orange Ruffels except color is a beautiful fade-resistant yellow. Probably the only gorgeous Yellow Hybrid Tea Rose non-susceptible to blackspot

## Floribunda Sub-Zero Roses

These are so named because of their constant and intense blooms. Some of the Sub-Zero Hybrid Teas fully qualify for both classes. All have the exquisite refinement of the Hybrid Tea (Nearly Wild excepted).

**Anne Vanderbilt.** Charming coppery orange, informal, semi-double, very brilliant, fragrant, constantly in color.

**Dolly Darling.** Pink rayon overlaid with luster of deeper rose-taffeta to recall that ballroom gown of yesteryear; no spray or dust; no blackspot. Large.

**E. I. Farrington.** The glory of this large, double red Floribunda, clothed in a mass of dainty leaves carries a grand brilliance of distinction; as has he who has honored this new Rose variety with his name; for many years in charge of the Boston Flower Show and the Mass. Horticultural Society, he was a lover of Roses, always eager to advance the cause of better plants for the garden.

**Flirt.** This new brilliant yellow and pink bicolor often blooms in clusters adding a charming note of gaiety to any bed of Hybrid Teas or Floribundas. Semi-double.

**King Boreas.** Named for the Aurora Borealis. King of Minnesota Winter Sports, who loves his Roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free, abundant bloomer. A beauty.

**Laffer.** Sparkling orange shades and yellow, semi-double in clusters. A welcome note of cheerfulness. No blackspot.

**Lady Lou.** Blooms a new, rich luscious color combination of jasper red to rose-opal, with 50 petals, recurled and later pointed; large; in tremendous quantity continually, very long lasting; beautiful for cutting.

**Nearly Wild.** Larger than most wild Roses, single flowers in clusters, very colorful and supreme in constancy of bloom. Gives beautiful color all Summer to a creeper planting or bordering shrubbery. Excellent for hedges.

**Pink Bouquet.** A vigorous, sturdy bush clustered all season with charming, recurled, double blooms. No blackspot.

**Red Robin.** A brilliant red Rose of great dependence.

## Hardy Climbing Roses

**Brownell Rambler.** Large, clear yellow, very double flowers, singly and in clusters.

**Cl. Black o' Day.** Very vigorous climbing sport of "Break o' Day hybrid tea." A very nice climber. Recurrent bloom.

**Cl. Red Duchess.** Climbing sport of "Red Duchess hybrid tea", very vigorous. An out standing Rose of intense recurrent bloom.

**Copper Glow.** Deep coppery-orange, delightful, spicy fragrance; a color sensation. Recurrent bloom

**Elegance.** The largest of blooms in perfect form, pure yellow center shading to white; magnificent display. One of the most beautiful of Roses.

**Golden Climber (Mrs. A. C. James).** The supreme yellow Rose. Fragrant; ideal for picking. Very long, stiff stems.

**Golden Glow.** This is the spectrum-yellow, fragrant, abundant mass color display of which the New York World's Fair management planted 200, named the area "Rose Court," and they were proud of the display.

**Golden Pyramid.** Large cadmium-yellow blooms. Most vigorous of all.

**Pearly White.** Gracefully petaled, semi-double, large, all-white Rose; we like it very much

**White Gold.** Most gracefully formed, large, double, nearly white.

## Hardy Creeping Roses

**Apricot Glow.** Copper-pink, double, in abundant clusters; a brilliant shade of delicate beauty.

**Carpet of Gold.** One of the earliest to brighten the garden, with waves of pure, brilliant yellow.

**Coral Creeper.** All the shades of ocean coral complementing other delightful rose tints.

**Frederick S. Peck.** Deep grenadin-pink with yellow center; semi-double. An aristocrat.

**Little Compton Creeper.** Nature's own deep wild rose-pink, large, single, in clusters.

**Magic Carpet.** Large, double flowers, orientally patterned in mystic color designs, most prominent colors are yellow and orange shades.

**Red Creeping Everbloom.** An ideal creeper for embankments. Very vigorous dark red, semi-double bloom.

**Yellow Creeping Everbloom.** A very vigorous plant with excellent foliage; can be grown upright, spirally around post, tripod or fan-shaped against rack; it also makes a ground cover second to nothing else. A good rebloomer.

### PRICES

\*Except as noted

All plants are 2 yr. old, field grown

Grade No. 1 \$2.25 for one, \$6.25 for three, \$22.00 per doz.

Grade No. 1½ \$1.25 for one, \$3.50 for three, \$13.50 per doz.

EXTRA GIANT SIZE \$1.00 Each Extra